

Press release: Introduction of the new AROA standard lamp

The new AROA lighting range, which was introduced at the end of 2017, resolutely continues RIBAG's archetypes and its successful tradition of filigree light accents. In order to further expand this product range, RIBAG introduces the AROA standard lamp in June of 2018.



AROA pendant and mounted lamps have already proven to be exceedingly popular. As a standard lamp, its form perfectly matches its function. It can be flexibly used for various lighting tasks. «By simply turning the lamps, exciting lighting sequences take shape», explains Pascal Amacker, Creative Director at RIBAG, who adds: «When pointed toward the wall, the room is brightened by gentle indirect light. Alternatively, atmospheric accents are created with direct lighting.»

These new standard lamps are supported by a cylindrical base made from high-quality anodised material. The profile additionally extends to the slender base, which features the same clear expressive contours as the lamp itself. «In order maintain the understated look and feel, we integrated the control gears into the base. The lamp is convincingly stable and the unused cable length can be rolled up into the base», says Pascal Amacker in further describing the design. This elegant standard lamp is dimmable and may be controlled via an easy-to-use button.

This new «luminous rod» is the ideal solution for diverse lighting designs: It is ideal by itself in a private living area next to a beautiful chair or when grouped in a reception area or a hotel lobby. There are no limits for this understated and elegant standard lamp.

The new AROA standard lamp will be available from June 2018 in the following surfaces: natural anodised aluminium as well as golden-brown anodised aluminium.

About RIBAG

A high level of innovation is the driving force behind the success this Swiss family business has enjoyed for over 20 years. RIBAG's philosophy is characterised by a pioneering spirit and a passion for the aesthetics of lighting. The fact that the RIBAG brand has asserted itself for so many years in both domestic and foreign markets can be attributed to the company's relentless research in outstanding lighting solutions for discerning architecture, a unique design and distinctive quality.

For further information and pictures please get in touch with our press responsible, contact below.